

**Governor's ArizonaSERVES Task Force  
Child Care Team Meeting Minutes  
April 11, 2011, 1:00 p.m. – 2:30 p.m.  
Telephone**

Members Present	Members Absent	Guests	Staff
Cynthia Zwick	Peg Harmon	Brad Willis	Leah Koestner
Wayne Tormala			Chuck Fitzgerald

- I. Welcome.
- II. Website Content. Interactive Maps containing licensed Child Care provider location and contact information have been added to the website. In the Child Care Toolkit, a new link may be found under "Ideas on How to Help" that will direct visitors to this new Map page that will guide page visitors through easy steps to connect with a licensed Child Care Provider in their community.
- III. Communications Plan. Members indicated that we cannot rely on ArizonaSERVES.gov as being the only tool to assist with connecting faith communities with existing Child Care providers. The ArizonaSERVES communication plan needs to include strategies and tactics for personal connections/meetings/assistance with faith leaders and networks. Providing ArizonaSERVES success stories to faith-based and community organizations will show how "they too" can help.
- IV. Issue Action Plan. Surveying existing providers has confirmed that "funding Child Care" is the primary way to support children in low-income families. While other professional services help licensed providers, this help may not translate directly to helping a low-income family. Team members discussed success measurements and will bring these ideas to the Task Force meeting; for instance, an ArizonaSERVES "connection" map similar to the Arizona CityFest "project" map is an idea with possibilities. Perhaps we could use the size of the Child Care wait list as a measurement – staff will investigate this.
- V. Upcoming Task Force meeting. Team members will discuss ideas at the April 15<sup>th</sup> Task Force meeting on how to connect with faith-based and community leaders more effectively.
- VI. Call to the Public: No public members were present.
- VII. Adjourn